

**CLAIMS**

1. (Currently Amended) A method comprising:  
receiving, from one or more users, one or more selections for a selected advertising link  
from one or more interactive advertising links;  
responsive to the one or more selections for the selected advertising link, establishing a  
~~real-time communications~~ link for real time communications between the one or  
more users and an advertiser of the selected advertising link; and  
compensating the one or more users based on input provided to the advertiser via the  
~~real-time communications~~-link for real time communications.
2. (Original) The method of claim 1, further comprising:  
receiving a request from an advertiser to establish an interactive advertising link; and  
placing a link for an interactive advertisement among the one or more interactive  
advertising links.
3. (Original) The method of claim 2, further comprising:  
generating a record in an advertiser database, the record including advertiser information  
contained in the request, wherein the advertiser information includes one or more  
of a compensation price, real-time advertiser availability, specific type of the  
advertisement, languages spoken by the advertiser and additional compensation  
incentives.
4. (Original) The method of claim 1, wherein the compensating the one or more users  
further comprises:  
billing the advertiser a billing amount for each interaction with the one or more users; and  
transferring the billing amount to the one or more users.
5. (Original) The method of claim 4, wherein the billing the advertiser further comprises:  
measuring a duration of the interaction between the one or more users and the advertiser;  
and  
calculating the billing amount for the advertiser based on the duration of the interaction  
and a time-based price paid by the advertiser.

6. (Canceled)
7. (Original) The method of claim 1, wherein each selection from a user includes one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
8. (Previously Presented) The method of claim 1, wherein prior to the receiving the one or more selections from the one or more users, the method further comprises:  
receiving a request from a user for connection to an interactive advertisement system via  
a communications link;  
establishing a connection between the user and the interactive advertisement system in  
order to provide the user with an interaction with a chosen advertiser; and  
providing the user with a list of multiple advertisement types available from the  
interactive advertisement system.
9. (Currently Amended) The method of claim 1, wherein the one or more interactive advertising links include one or more interactive seminar links and following selection of a selected interactive seminar by the one or more users, the establishing the ~~communications~~ link for real time communications further comprises:  
establishing a real-time video communications link between the one or more users and an  
advertiser of the selected interactive seminar;  
providing additional incentive-based links to the one or more users to provide additional  
feedback; and  
enabling the one or more users to purchase one or more items advertised by the  
interactive seminar.
10. (Currently Amended) The method of claim 1, wherein following the establishing the ~~communications~~ link for real time communications, the method further comprises:  
providing additional incentive-based links to the one or more users to provide additional  
feedback; and  
enabling the user to purchase one or more items advertised by the selected advertising  
link.

11. (Original) The method of claim 1, wherein the compensating the one or more users further comprises:  
enabling a user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
12. (Original) The method of claim 11, further comprising:  
charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and  
transferring the predetermined amount to the advertiser.
13. (Currently Amended) The method of claim 11, ~~further comprising: wherein the link comprises using a telephone as the communications link~~ between the user and the advertiser of the selected advertising link.
14. (Original) The method of claim 1, wherein providing the one or more interactive advertising links further comprises:  
receiving, from an advertiser interface, a request to activate an interactive seminar included among the one or more interactive advertising links;  
activating the seminar, such that one or more users can select and participate in the interactive seminar;  
receiving, from the advertise interface, a request to de-activate the interactive seminar once the seminar is closed; and  
de-activating the interactive seminar, such that additional users can no longer participate in the interactive seminar.
15. (Canceled)
16. (Previously Presented) A computer readable storage medium including program instruction that directs a computer to function in a specified manner when executed by a processor, the program instructions comprising:  
receiving, from one or more users, one or more selections for a selected advertising link from one or more interactive advertising links;

- responsive to the one or more selections for the selected advertising link, establishing a real-time communications link between the one or more users and an advertiser of the selected advertising link; and  
compensating the one or more users based on input provided to the advertiser via the real-time communications link.
17. (Original) The computer readable storage medium of claim 16, further comprising:  
receiving a request from an advertiser to establish an interactive advertising link; and  
placing a link for an interactive advertisement among the one or more interactive advertising links.
18. (Original) The computer readable storage medium of claim 17, further comprising:  
generating a record in an advertiser database, the record including advertiser information contained in the request, wherein the advertiser information includes one or more of a compensation price, real-time advertiser availability, specific type of the advertisement, languages spoken by the advertiser and additional compensation incentives.
19. (Original) The computer readable storage medium of claim 16, wherein the instruction for compensating the user further comprises instructions of:  
billing the advertiser a billing amount for each interaction with the one or more users; and  
transferring the billing amount to the one or more users.
20. (Original) The computer readable storage medium of claim 19, wherein the billing the advertiser further comprises instructions of:  
measuring a duration of the interaction between the one or more users and the advertiser;  
and  
calculating the billing amount for the advertiser based on the duration of the interaction and a time-based price paid by the advertiser.
21. (Canceled)

22. (Original) The computer readable storage medium of claim 16, wherein each selection from a user includes one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
23. (Previously Presented) The computer readable storage medium of claim 16, wherein prior to the instruction for receiving the one or more selections from the one or more users, the computer readable storage medium further comprises instructions of:  
receiving a request from a user for connection to an interactive advertisement system via a communications link;  
establishing a connection between the user and the interactive advertisement system in order to provide the user with an interaction with a chosen advertiser; and  
providing the user with a list of multiple advertisement types available from the interactive advertisement system.
24. (Original) The computer readable storage medium of claim 16, wherein the one or more interactive advertising links include one or more interactive seminar links and following selection of a selected interactive seminar by the one or more users, the establishing the communications link further comprises the instructions of:  
establishing a real-time video communications link between the one or more users and a provider of the selected interactive seminar;  
providing additional incentive-based links to the one or more users to provide additional feedback; and  
enabling the one or more users to purchase one or more items advertised by the interactive seminar.
25. (Original) The computer readable storage medium of claim 16, wherein following the establishing a real-time communications link, the computer readable storage medium further includes instructions of:  
providing additional incentive-based links to the one or more users to provide additional feedback; and  
enabling the one or more users to purchase one or more items advertised by the selected interactive advertising link.

26. (Original) The computer readable storage medium of claim 16, wherein the instruction for compensating the user further comprises instructions of:  
enabling a user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
27. (Original) The computer readable storage medium of claim 16, further comprising the instructions of:  
charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and  
transferring the predetermined amount to the advertiser.
28. (Original) The computer readable storage medium of claim 16, further comprising the instructions of:  
using a telephone as the communications link between the user and the advertiser of the selected advertising link.
29. (Original) The computer readable storage medium of claim 16, wherein the method comprising providing one or more interactive advertising links further comprises:  
receiving, from an advertiser interface, a request to activate an interactive seminar included among the one or more interactive advertising links;  
activating the seminar such that one or more users can select and participate in the interactive seminar;  
receiving, from the advertise interface, a request to de-activate the interactive seminar once the seminar is closed; and  
de-activating the interactive seminar, such that additional users can no longer participate in the interactive seminar.
30. (Canceled)
31. (Previously Presented) An online incentive-based advertising system comprising:  
a user interface for receiving one or more selection requests from one or more users for an interactive advertisement from one or more interactive advertisement links stored in an advertisement database;

a processor to receive the one or more selection requests from the one or more users for a selected interactive advertisement from the user interface, and responsive to the one or more selection requests for the interactive advertisement, establish a real-time communications link between the one or more users and a provider of the selected interactive advertisement for interaction via the communications link; and  
a compensation procedure to compensate the user based on input provided to the advertiser via the real-time communications link.

32. (Previously Presented) The system of claim 31, wherein the user interface:  
provides the user with a list of fields of advertisements, accepts a type of advertisements desired by the user, provides the user with a list of interactive advertisements stored in the advertisement database which match the type of advertisement desired by the user, and a receives the selection from the user for a selected advertiser.
33. (Original) The system of claim 31, further comprising:  
an advertiser interface for receiving a request from an advertiser to establish an interactive advertising link, and generate a record in the advertisement database, the record including provider information contained in the request.
34. (Original) The system of claim 33, wherein the provider information includes one or more of a compensation price, real-time advertiser availability, specific type of the advertisement, languages spoken by the advertiser and additional compensation incentives.
35. (Original) The system of claim 31, wherein the communications link further comprises:  
a public switched telephone network interface to connect the user to the advertiser of the selected advertisement.
36. (Original) The system of claim 31, wherein the communications link further comprises:  
a wireless communications network interface to connect the user to the advertiser of the selected advertisement.

37. (Original) The system of claim 31, wherein the communications link further comprises:  
a video link to connect the user to the advertiser of the selected advertisement.
38. (Original) The system of claim 31, wherein the communications link further comprises:  
a voice communication link to connect the user to the advertiser of the selected  
advertisement.
39. (Original) The system of claim 31, further comprising:  
a banner advertisement link procedure to generate an interactive advertisement link as a  
web page banner advertisement of an advertiser web site.
40. (Original) The system of claim 31, further comprising:  
a banner advertisement link procedure to generate an interactive advertisement link as a  
web page banner advertisement of a search engine web site.
41. (Previously Presented) The method of claim 1, wherein the one or more interactive  
advertisement links include one or more interactive polls; and wherein a user selecting a  
poll is compensated for providing a response to the poll.
42. (Previously Presented) The method of claim 1, further comprising:  
providing a web page including the one or more interactive advertising links to receive  
the one or more selections.
43. (Previously Presented) The method of claim 42, wherein the real-time communications  
link established is separate from a communications link used in the providing of the web  
page.
44. (Previously Presented) The method of claim 1, wherein the establishing of the real-time  
communications link comprises:  
conferencing together a first real-time communications link established to the one or  
more users and a second real-time communications link established to the  
advertiser of the selected advertising link.
45. (Previously Presented) The method of claim 44, wherein the advertiser is concurrently  
connected to more than one user who selected the advertising link.